SHAW ACADEMY

NOTES

Diploma in Blogging & Content Marketing

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Lesson 2 – Content Planning & Curation

Opening

In lesson 2, we discuss the importance of planning your content and look at why curating content can add a whole new dimension to your content strategy.

Body of the Lesson

The beginning of this lesson looks at the fact that a large number of marketers in general do not document their content strategy. The value of keeping track of your content plans will allow you to be more efficient and learn more meaningful information about your audience. The investment of your time and resources should be optimised for a number of reasons but to ultimately aim to build up the trust of your audience.

When you are planning your content strategy we looked at the best way to create a diverse plan that allowed for brand development along with room to drive innovation. The way to develop a strong content strategy should be broken into the following sections:

1. Creation
2. Publication
3. Engagement
4. Adjustment/Refinement

Content Curation is defined as the process of sorting through large amounts of content on the web and presenting the best posts in a meaningful and organised way. It allows you to find sources of relevant content and use it (of course, referencing the original source) to share with your audience. An example would be a retweet(right).

Nadia El Ferdaoussi Retweeted
Jackie De Burca @jackiedeburca · Aug 8
I #travel not to go anywhere, but to go. I travel for travel's sake. The great affair is to move. R.L. Stevenson
5
5

The content has to be relevant and valuable to the audience of the reader.

We investigated the benefit of having your content broken down into 3 sections:

- **70% - Proven – Establish what is core to your blog**
- **20% - Premium - For your most valued readers**
- **10% - Experimental - To continue innovating and create new compelling content**

Upcoming in Lesson 3

In Lesson 3, we will be looking at what exactly Search Engine Optimisation is and why blogging can regularly can have a great impact on your organic ranking on search engines. We will be looking at metadata and how to make meaningful changes to your blog posts to improve your SEO.

Additional Notes

Thank You

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